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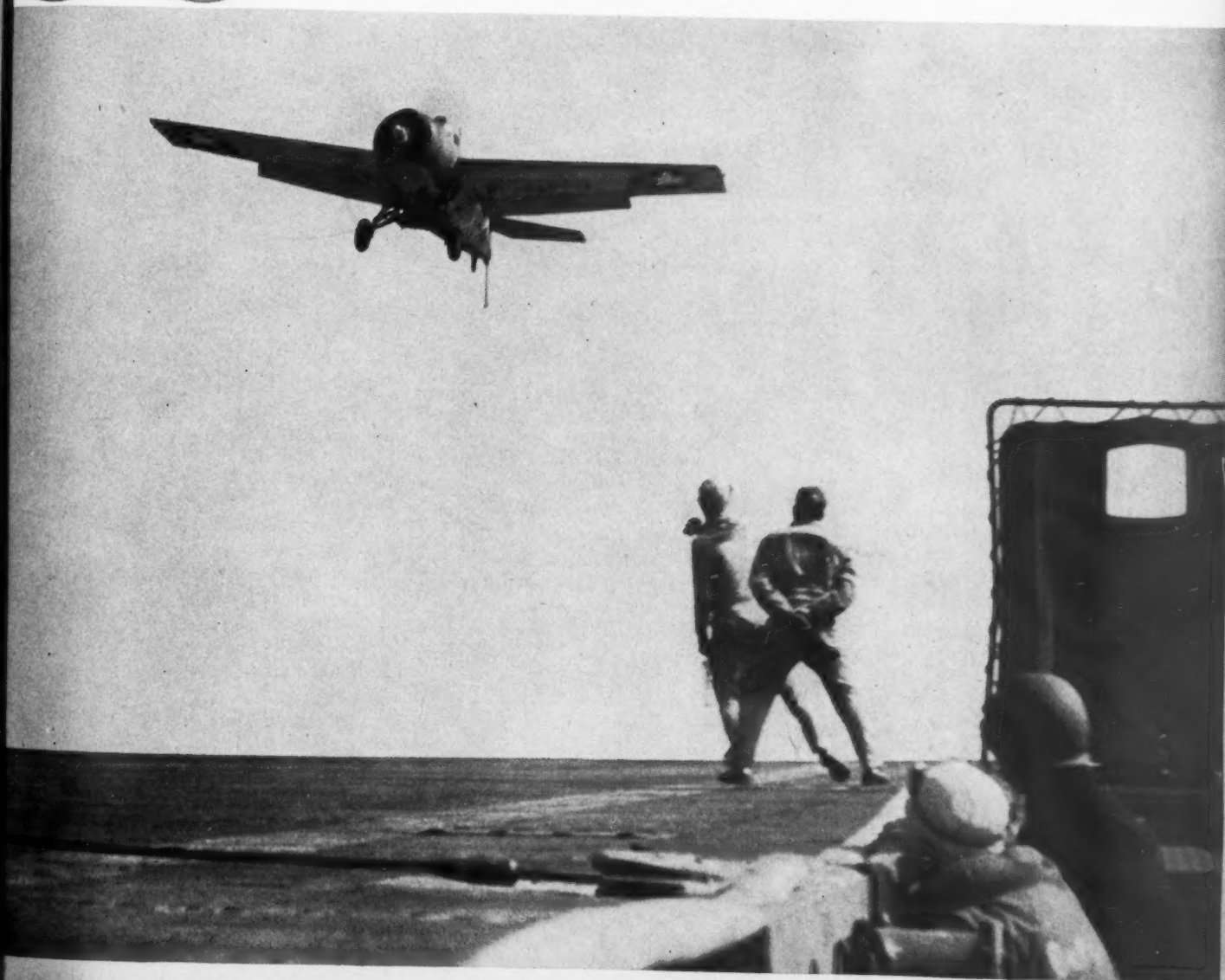
Consumers' guide

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DETROIT

April 1943



Food for fighters

"Hit meals" for hard hitters

Out of the same food basket comes Navy's rations and civilian rationing

HERE'S a story about food consumers.

These consumers live on rations, even as you and I. We are rationed in order that they can have their rations. *Their* food and ours come out of the same Nation's food basket.

Not so many months ago these food consumers, youngsters most of them, were pulling up to the dinner table in a farm home, or grabbing a sandwich at a coffee pot around the corner from the town filling station, or bringing home from the office to a city apartment a bag full of groceries for the little wife to cook.

Let's see what our rationing here means to *this* group of food consumers, now.

Take it from Capt. C. W. Fox, Supply Officer of Aircraft Carrier X. Captain Fox's job is to feed the ship's crew. He draws his supplies from the vast resources that Admiral William Brent Young, Chief of the Bureau of Supplies and Accounts, U. S. N., accumulates from the farms and factories of the country for use on all ships that sail to battle. The Admiral and the Captain know what rationing at home means to "rations" in their language. So does every man, jack, and boy aboard Carrier X. These Navy menus to some might sound sumptuous but—anyway, here's a day in the South Pacific. Some of the food we did not get at home was there.

It's last August aboard Carrier X. The ship has slugged it out with the enemy from the Aleutian Islands to the South Seas, and it is still slugging.

The sky is overcast. The waters are dark. In the strict, crisp language of the Navy, Captain Fox reports on the days preceding August 21.

"General knowledge of the situation and a southerly course indicated the South Pacific as our theatres of operations. We proceeded south in radio silence. Maintained constant air patrols as a protection against submarines. Scouting flights during daylight hours to search for the enemy. All battle stations were manned. In other words, we were ready to fight."

So Aircraft Carrier X, "lightning rod" of the task force, ploughs on through horizons. Scout planes from its decks search across still more distant horizons for the enemy they know they inevitably will meet.

After several days under way the squadron moves into battle. Supply Officer Captain Fox reports:

"Destroyers were refueled from larger ships which, in turn, refueled as necessary from the tanker. . . . refueling operations were conducted while the ships were under way, provisions and stores as required were transferred by breeches buoy to the destroyers."

Cookies—and oil

Stern stuff, this refueling of ships on their way to fight to the death at no one knows what hour. The Captain carries on his terse story.

"Due to their limited facilities and rough going these opportunities were usually embraced to transfer ice cream and cookies for all hands aboard, too."

Those cookies and that ice cream mean plenty to the men on ships of all sizes. On a ship like Aircraft Carrier X ice cream and cookies are always on hand. Smaller ships do not have facilities for large bakeries. They get these treats from the larger ships and the night before contact is to be made with small boats the big ship bakeshops run all night.

The regular daily output of the bakery is 2,000 loaves of bread, 10,000 spiced cookies with raisins, along with pies, biscuits, coffee cake, and desserts. There is always food on hand for all hands at all times, Captain Fox explains. Roast beef is usually served at least twice a week. On those days it goes in the oven early. By 10 o'clock, when it is taken from the oven to go on the electric slicers, the inimitable aroma spreads throughout the ship, and as it spreads the line forms at the bakery window, where all who want take a couple of slices of bread, pass by the slicer for the fillings for a hot roast

beef sandwich. "Handouts" are available to all men at all times of the day and are regarded as either an *hors d'oeuvre* or a healthy sample of the sturdy meal promised at noon. "These men are young and all growing," Captain Fox says. "They need plenty of good food and we want them to feel that they can go to the galley or bakeshop on board, as they did to the pantry at home, and keep their robust appetites satisfied." A steak dinner, real individual steaks with fried eggs—which, by the way, is the sailors' choice as number one on the "hit meals"—and chicken or turkey are served once each week.

As the day of the big fight draws near the mention of food, the importance of food reoccurs again and again in the Captain's account. And on the day of battle food takes its place along with ammunition and planes in winning the fight.

"For 3 days we had had contact with the enemy and by nightfall of August 23 we knew that three enemy task forces spread over about 150 miles were converging on the Guadalcanal area. At 3 o'clock in the morning all men were given a big breakfast—orange juice, cereals, baked pork sausage, fried potatoes, bread and butter, and coffee. General quarters sounded. That is the call to battle stations. Battle stations on a carrier still make allowances for keeping food for the fighters available. The galley and bakeshop crew is divided into two watches and during general quarters one watch is assigned to ammunition parties and damage control parties whose work is to fight fires, remove the wounded, and put in order damage done by enemy hits. The other half continues on duty in the galley.

"All through the day men stayed tense at their guns. There were intermittent reports that they were separated from the enemy by less than 150 miles. Throughout the day as they scanned the skies and the seas the meals were served at stations. These were brought up in paper bags—an apple or orange, cold meat sandwich, and

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SAILORS get their lunch where it finds them during general quarters on a U. S. fighting ship. Here a flight deck crew piles into theirs on their way to Africa.

coffee and cookies. No one was hungry when Jap scout planes were sighted by fighters from the ship some 20 miles away. The scout planes were shot down. Our pilots reported that our force was clearly visible to the Japs before they were downed. We knew the enemy scouts had radioed the information before they fell."

Captain Fox's men, alert, healthy, and well-fed, were ready for the zero hour which he vividly tells in the formal language of war—"Thus in spite of approaching darkness, at about 4:30 p. m., our attack group was launched. Hardly had half our planes been launched when a very large group of enemy planes were reported closing in. Our fighters went out to intercept the enemy planes, and made contact about 20 miles abeam. They attacked

the enemy group consisting of approximately 80 planes believed to have been the groups from two Jap carriers. Though our fighters shot down many enemy planes those remaining in the air continued to come in.

"All their torpedo planes were destroyed but the remainder of the enemy aircraft approached the ship, heavily engaged by our fighters and now by anti-aircraft fire. About 30 dive bombers fanned out 12,000 feet above us and began their dives with our fighters on their tails. It is estimated that about half this number completed the attack, and not less than 15 bombs were released. Our fighters destroyed 29 and the anti-aircraft fire from the ships accounted for approximately 20 more of the enemy planes.



THOUSANDS of cookies—8,500 at a Naval Air Station for one meal—is part of the output of this Marine baker.



BUTCHERING beef for the Navy, this sailor carries on his peacetime occupation.

"For awhile we were in serious difficulties, and there were casualties. It was at this time that our long days and months of training against just such an emergency bore fruit. The damage control parties worked efficiently and untiringly until the fires had been extinguished and other necessary corrective measures effected."

It takes men in prime condition, men kept strong in body and nerve, to wade in, clear the sky of enemy planes, and take the raps of bombs. Hungry men can't do it, nor can hungry men have the morale indicated in this passing bit of conversation which Captain Fox heard during the lull in the attack. Hits and near misses both shook the ship with their terrific impact. The ship was just steadying after an attack. As the Captain passed the Radio Room, one of

the operators calmly looked up from his work and remarked "Gee, these Japs are a menace, ain't they?"

It takes more food than just plenty on days of battle to build the stamina of a courageous fighting crew. "It is the theory of the Navy," said Captain Fox, "to feed the men when they are hungry. They are youngsters and they burn food just as an engine burns fuel." That's why it takes 5 to 7 tons of food to feed the crew of Aircraft Carrier X a single day. And there is variety in those 5 to 7 tons. Gone are the early days of our Navy when the first ration law prescribed the kind and quality of food per day on each day of the week. A monotonous diet it was of salt meat, hard-tack, dried beans, or peas, rice, cheese, molasses, butter, potatoes, and turnips, if available, which never varied from week to week. Gone too, are the "Meatless Wednesdays" of the Navy.

Rear Admiral William Brent Young, who as bureau chief is responsible for the procurement, storage, issuing, preparation, and service of food for the Navy, gives an idea of how much food is required in the

aggregate to set up the menus. During the current fiscal year it is estimated that the Navy will purchase 250,000,000 pounds of fresh beef, as well as many million pounds of other meats and poultry. The Navy's standard grocery list includes over 100 items, from which will be purchased 59,000,000 dozen eggs; 57,000,000 pounds of butter; 19,000,000 quarts of fresh milk; 10,000,000 pounds of cheese; 566,000,000 pounds of Irish potatoes; 33,000,000 pounds of fresh tomatoes; 102,000,000 pounds of oranges; 101,000,000 pounds of apples; 39,000,000 pounds of grapefruit, and 15,000,000 pounds of lemons. It is estimated that 5,000,000 gallons of ice cream will be served throughout the Navy during 1943 as ice cream is a favorite dessert of the American sailor.

Some idea of our Navy's consumption of coffee may be obtained from Captain Fox's statement, "We consume approximately 300 gallons of brewed coffee daily on Carrier X. It is available with milk and sugar for all hands 24 hours every day, even on watch stations where it is sent in vacuum jugs.

"When at sea it is necessary to use evaporated milk. This milk is packed in the conventional small tins, and of course a large number of these small tins is used daily. One lad found this a tiresome and somewhat difficult task because unless he used utmost care he was liberally sprinkled with milk which squirted from the tins. Having an inventive turn of mind he developed a device for perforating the tins rapidly—a simple boxlike device with three sides, and fitted with a hinged spring-top with two steel screws sharpened to points which protruded one-half inch from the under side, so spaced as to perforate the tins uniformly and simultaneously. This unique perforator, easily made on board ship, has been adopted and placed in use on many ships. This same boy also developed a coffee dispenser with automatic spigots so that the men in passing with their mess trays in one hand could draw coffee with the other by simply pressing their cups against the automatic spigots. In addition to being a first-class cook, this boy was a real sailorman—he was killed at his battle station."



"CHOW" is hearty fare, served cafeteria style. These sailors are enjoying steak, corn-on-the-cob, succotash, ice cream, cake.



COFFEE spells a morning respite for these gobs. It's their favorite drink and a-brewing all day long.



A HANDOUT at the galley window is standard between-meal stuff for this off-duty crew of a U. S. destroyer afloat.

Black markets are a disease

They prey on our health, purses, and food supplies . . . and sentence our soldiers to death. Patronize them and you hurt us all

THIS is not a pretty story. It's a story of soaring prices, stolen ration books, food bootleggers, hoarders—and hungry soldiers. It's a story of America's first real taste of black markets. We've sampled them in meats, tires, gasoline, sugar, and most every other scarce item. One report even indicates a black market in second-hand bed springs.

You've seen them. They're 90-cent-a-pound steak, 60-cent hamburger. No meat in one store while another across the street has all you want—at a price. The spot where, it's whispered, you can get a little extra coffee, a few gallons of gas without coupons. The man who just happens to have an extra tire he'll sell to you for old times' sake, plus an above-ceiling price. The shady character who has a "few" extra ration books, either counterfeit or stolen, that he'll sell if you know the right people.

Some of us seem to think the "good old days" of prohibition have returned. That it's smart and a bit romantic to have our bootlegger, who'll open the door at the right word, or sell us wholesale lots of rationed goods on the sly.

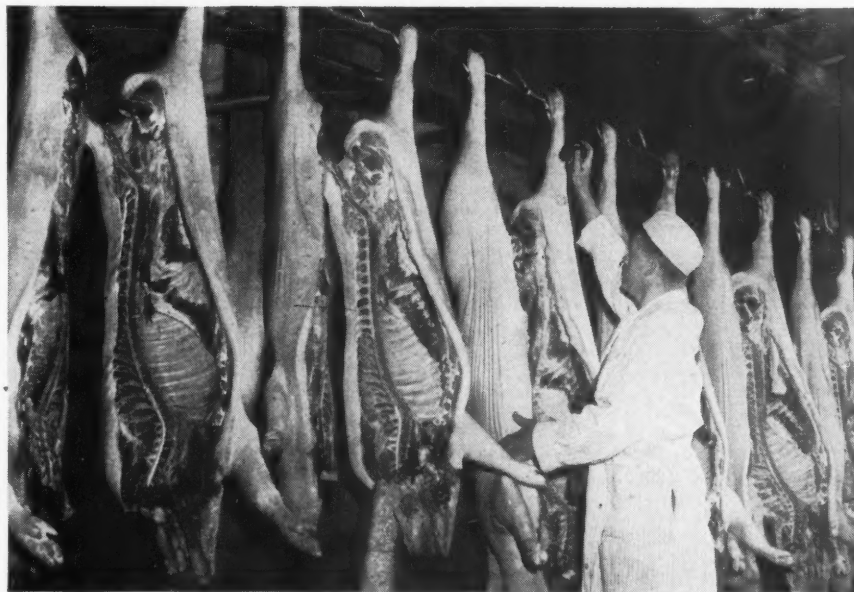
These black markets, though, are one of the best methods we can use to help the war effort—Hitler's war effort, that is. Every illegal purchase you make, no matter how small, is a surprisingly effective shot in the back at one of our own soldiers.

That extra steak you bought, for instance, multiplied by the millions of other steaks, chops, and roasts which have moved through black markets, has caused shorter rations for fighting men all over the world. It has brought a near-collapse of livestock marketing machinery in the United States. It has helped lengthen the war.

Because a surprising number of people have been willing to pay any price to get more than their share, cheats, chiselers, small-time crooks, and major gangsters have moved in to supply that demand. We can't talk now about preventing black



BLACK MARKET butchering often is done in dirty, abandoned farm houses, germ-ridden. Hides and nutritious variety meats are left to waste and rot.



THIS PORK, in a Cedar Rapids, Iowa, plant, has passed the rigid U. S. inspection and is receiving the stamp that guarantees cleanliness and quality to the consumer.



THIS BACON came from a legitimate market, was bought under ceiling, and, cooked in this clean kitchen, will go forth to please the palates of this restaurant's lucky patrons.

markets. We have to talk about stamping them out. Unless they are stamped out, the thoughtless citizens who have helped build them will discover they have created a Frankenstein. Already it takes a strong man to resist him.

Take the case—as the packer and his friends detailed it to me—of a Cleveland meat packer and his recent visitor.

A man walked into packer's office carrying a suitcase, which he hoisted to the desk without ado. And when the packer expressed his surprise, the visitor explained. It seems that this suitcase varied a bit from the ordinary run of bags, in that it contained \$75,000 in cash. Said cash to belong to the meat packer if he would agree to sell the visitor some beef. Ceiling price for the beef, of course, would be paid legally. The \$75,000 was to be just a little "gift."

This packer, who reports he has been approached many times with similar though usually more modest offers, estimated that 90 percent of all the beef in the Cleveland area was moving through black market channels at that time. Unofficial estimates indicate that nearly 20 percent of the *Nation's* total meat supply was under the control of black marketeers on March 1. Legitimate meat packers, as a result, were unable to supply honest civilians with meat and at the same time pack anywhere near the amount needed by Army and United Nations' buyers.

During the month of January, receipts

of livestock at the Cleveland Union Stockyards were 26 percent below January of 1942. Considering the increased numbers of animals on farms, the stockyards business was 40 percent below what would be expected. Not all those missing animals went to black markets; many were probably sold on other markets, but counter-balancing these were the numbers bought off the Cleveland market itself by black market operators.

On the day I visited the Cleveland yards, 413 cattle were offered for sale there. A careful check was kept on the purchasers, and a veteran cattle buyer for a reputable concern discovered that 101 of those cattle were sold to black market operators. They would be trucked out of Cleveland—perhaps as far as 75 miles—slaughtered illegally and brought back to sell at exorbitant prices.

Shady buyers have traveled the country roads in dingy trucks, buying live animals from farm to farm.

"Any cattle for sale today?" he asks, pulling out a roll of bills. "I have a customer. Man who's starting up a country place. He wants a few cattle. They don't have to be the best, and he's willing to pay pretty good prices for them."

The farmer reflects. "Well, I do have one dairy cow I don't need. But she's not much good, sort of sickly. Then there's that one Hereford steer that never did gain like the rest of the bunch. Want to look at

them?" The farmer has no way of knowing whether the dealer is honest or not. It's a case of trusting all dealers or trusting none whom he does not know personally. So the animals are loaded into the truck. In a couple of days they'll put in an appearance in an unscrupulous butcher's showcase as "Prime beef."

Regular livestock truckers on their way to city terminal markets come to a stop before turning onto the highway and a man approaches. "Where to, buddy? Stockyards? Why go all the way in? I'll give you \$16.75 right here. Have my own plant just up the road a piece." Again the roll of bills in the palm.

Cattle are bringing only \$15.50 at the stockyards. No use to wheel clear through town. The chap looks honest, and besides he's paying cash on the line. "O. K., friend. They're yours."

Aged animals, diseased stock, or healthy animals are all one to many of these operators, operating in secrecy, often hurriedly and at night. It is easy to see why many black marketeers may do their slaughtering beside a deserted country road or in a vacant building. Many of the valuable byproducts—hides, livers, hearts, heads—are wasted, and every rule of sanitation in the book is ignored. Public health officers all over the country spend sleepless nights thinking of epidemics which may be just around the corner.

Even meat slaughtered under Federal inspection is not spared from the black marketeers. The system here is price-ceiling violation, of the variety suggested by the "gent" who offered the \$75,000.

Individual buyers and sellers have developed their own interesting but highly illegal methods of paying above-ceiling prices. Joe, the prospective buyer, may bet Sam, the wholesale meat man, \$50 that Sam can't jump over a hat placed on the floor. Sam takes the bet, hurdles the hat, pockets the \$50. Then, because he and Joe are friends, Joe is sold a few sides of beef, for which he pays the legal ceiling price. All on the up and up, you see. Just a friendly little bet—has nothing to do with the meat sale. But just try going in that cooler to buy beef without the bet. You go outside around the corner and learn the ways of the world, then back to the cooler to try again.

This theme has any number of variations, of course. Two- and three-figure bank notes appear mysteriously in the pockets of the meat sellers, or in the sawdust on the floor. Maybe the deal has

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already been taken care of the week before, at the club. Some wholesalers have even charged "admission" to their coolers.

The consumer pays the bill, of course.

Perhaps you've questioned a fantastic meat price. Steak for which you paid 40 cents a pound last summer now boasts a 75-cent marker, and you protest. But the butcher is ready for such questions. "This steak, lady, is Prime beef. My ceiling prices of last summer were for commercial stuff. This is top-grade beef, so it's worth more."

It certainly is, if it's really "Prime" beef. If it's Prime, in fact, it's one grade above today's best, for there is no meat now being officially graded as Prime. Don't let him fool you. Chances are his meat is either the same grade he sold last summer, or even lower. Meat grades are Choice, Good, Commercial, Utility, Cutter, and Canner. There's very little Choice, and most of the meat in butcher shops falls under the Good, Commercial, or Utility classifications. It's against the law to charge a Choice price for a Commercial steak.

It's all been quite confusing in the past, for you've often been unable to tell when you were buying black market goods. Ceilings have been a personal affair for each grocer or wholesale house. Anyone has been able to buy any number of live animals with no questions asked as to what he intended doing with them, and no way of checking where they went.

But the tables are turning. Each dealer in live animals must now be licensed, and no one may slaughter an animal for the sale of meat unless he first obtains a permit. Rationing, while severe, will help us each to obtain our rightful share of the meat. Standard ceilings are replacing the individual price levels.

It would have been better if they could have arrived earlier. But rationing and other restrictions are oddities in America, and the person who sets up such rules is treading an uncharted path. It's not the American custom to limit the amount of food a person may eat, the number of miles he may travel, or how many pairs of shoes he may buy each year. No one, consequently, knows all the answers on how to do this limiting job now that it's become a temporary necessity. We can't copy Britain, for our conditions are quite different. We must form our own policies, then change and amend them as practical experience dictates. While these fair methods are being worked out, dishonest

persons have done all they could to get rich in a hurry at your and my expense.

These rules *will not* stamp black markets out overnight. The program, of course, will not function completely at once. But the start has been made, and the fight against black marketeers will gain speed each day and each week. *Black markets as a major enterprise will be eliminated. How rapidly depends on how well all of us cooperate.*

You've heard a lot about the farmer's part in all this. Of how he butchers animals in his barn, sells the carcasses to truckers who come in the night, then goes to bed with a bulging sockful of money. It's a beautiful story, but it lacks any great amount of truth. Some farmers undoubtedly are involved in black market deals, but most of the business is done by the shady dealer, the chap who may be a junk dealer today, and a meat dealer tomorrow—any business which promises quick profits and not too great a risk. Farmers have had no way of knowing what happened to their livestock after it left.

However difficult to place the blame, the results are easy to see. Many of us could get no meat before rationing came and it's no secret that our own Army buyers have been unable to obtain all the meat they want for our boys here and abroad.

If such practices were to continue, it might bring about another Bataan with its tragic last message—"Lack of food proved our undoing!"

But they need not continue. We can

break up black markets. New regulations and price rulings are even now being issued, and more are planned, to make life extremely uncomfortable for chiselers.

There's a battle station for you. You can help see to it that rules are enforced.

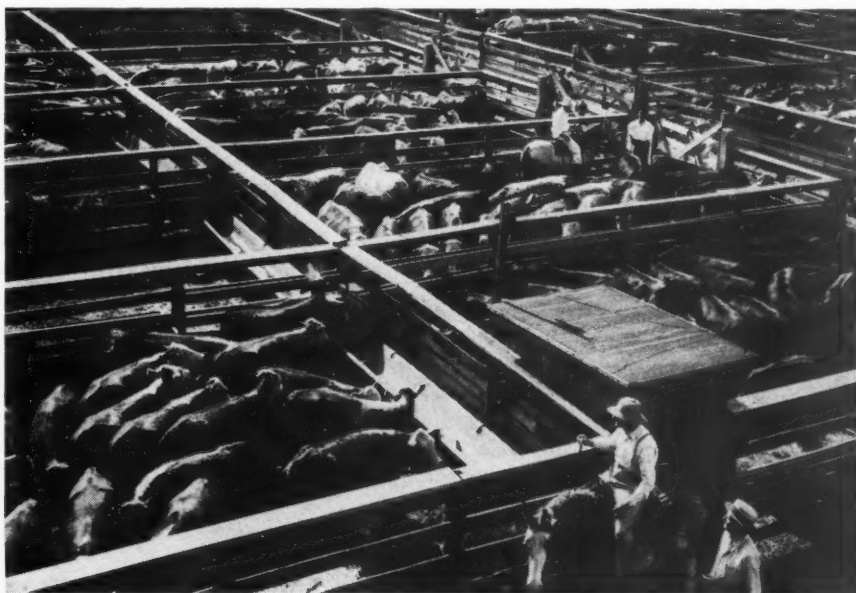
Don't be tempted into using an illegal ration book. Any ration book other than the one issued to you and your family or boarders is illegal as far as you are concerned. Don't use your neighbor's. Report the chap who has an "extra" he'll sell you. And the grocer who offers to sell you rationed goods without a coupon is hurting both himself and you.

It's not easy. It takes will power and a big spark of that commodity called "patriotism," to decline when a friendly grocer telephones your home at night with the query: "Do you want to buy a case of salmon, sardines, lima beans?" Perhaps you figure someone else will take it if you don't, so you might as well accept.

Maybe someone else will take it. But there's a chance no one will, and that case that's left for legal distribution will free another case of food to be sent overseas for your boy's mess kit.

Play the game, and help your neighbor play it square. You'll not be the only one, for remember this country of ours is home for a good many million decent folk. That's why we're willing to fight for it. Let's work *with* our neighbors now—lest we work *for* the Nazis tomorrow!

BABY BEEVES from the West wait to be looked over by buyers in Kansas City. Chances are these will go through legitimate channels, unless a crook wins the bid.



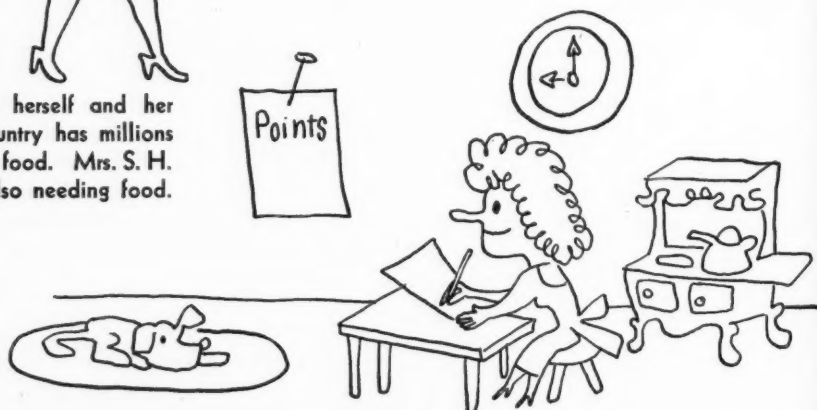
How to put points in your pantry



MRS. SAGACIOUS HOUSEWIFE finds herself and her country in the middle of global war. Her country has millions of fighting men and fighting Allies—all needing food. Mrs. S. H. has a husband and three young children, also needing food. How to do it on points is her problem.



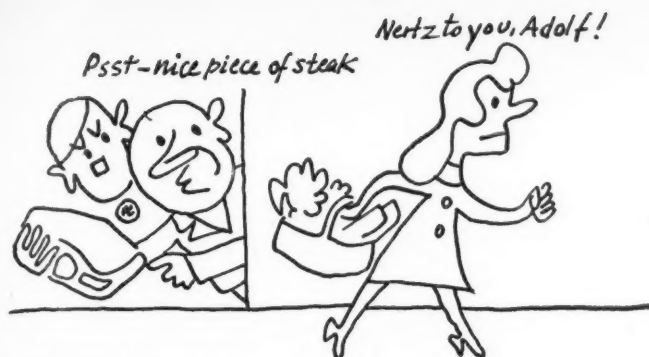
CEILING prices must be posted, or Mrs. Sagacious Housewife won't buy. She won't pay more than the Ceiling Price, either. She knows inflation can wreck her budget, her country, and even lose the war. Ceiling prices and rationing assure her family of its share of the food supply. She watches them like an owl, to be sure they don't jump out of control.



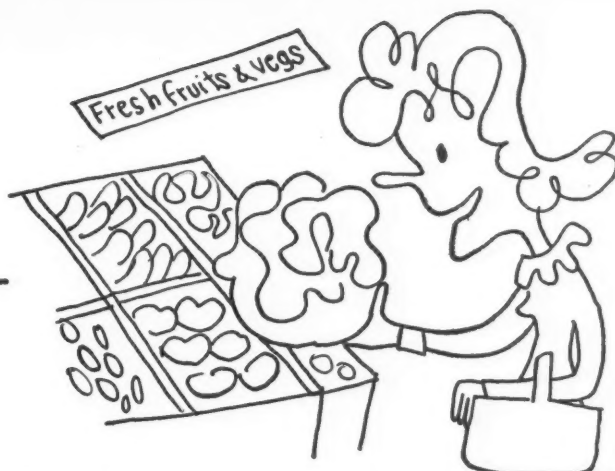
A POINTS CHART in the pantry controls the length of her shopping list. She clipped it from the newspaper and keeps it always up-to-date. Once a week she plans meals, lists rationed foods her family needs, selects them for food value as well as points. She watches her points so she won't run short at the end of the month.



SHOPPING early in the week makes menu planning easier, helps grocers, too. She's heard about the 500 percent turnover in grocery clerks, so she helps by always carrying ration books, never offering loose stamps, and always adding points as well as price.



BLACK MARKET chiselers who try to sell her rationed foods without coupons, do so at their own risk. She reports them promptly to the War Price and Rationing Board, or nearest OPA office. She'll stretch her family's ration of meat by adventurous cooking rather than by adventurous buying. Rationing regulations are her manual of arms.



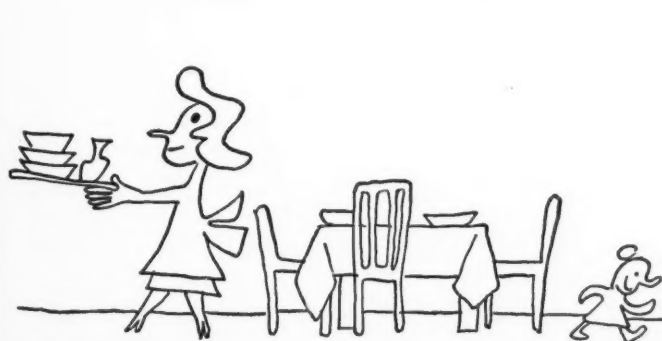
FRESH fruit and vegetable counters mark her first stop. She serves them raw in salads, or cooks them so precious vitamins are not lost. They're chockfull of minerals and require no points.



HOARDERS are Hitler-helpers. Mrs. S. H. buys only as much food as her family needs. She never wastes it, but prepares it carefully, stores it properly. She chooses the size of can most economical for her use, knows how many portions they yield.



GREEN grow the vegetables in the Victory Garden of the Sagacious Housewife. Berries, too, and fruits in season. The whole family digs in. No ration stamps are needed for the harvest they gather, nor for the jars of food Mrs. S. H. preserves.



MEAT, canned fish, cheese, fats and oils are a challenging combination to add together and divide according to points. Nonrationed cereals, flavored cleverly, will spread them far, and still provide nourishment to give the family pep. Mrs. Sagacious



Housewife is ingenious with meat substitutes. She balances her menu, checks it for vitamins, and measures its success by the way the family cuts up after the meal. She saves fats to send to war, to make gravies and to give that meaty taste to starchy dishes.

Food fights at home

National Nutrition Program launches its spring offensive against "hidden hunger," to combat dangers in a scarcer food supply



SHOPPING lists and ration books, pots and pans, and the Nation's cooks—that's what wartime nutrition, good or bad, is made of.

Key person in the spring campaign against "hidden hunger," now being launched by the National Nutrition Program, is the homemaker. It's up to her to see that the home front wins "better health and speedier victory through proper nutrition."

Local nutrition committees can help her. They can give her tips on selecting, preparing, and serving her family the right kind of meals. But she's the one who does the work, who shops and prepares and cooks the food that either builds bone, nerve, and tissue—or doesn't.

The National Nutrition Program of the Office of Defense, Health and Welfare Services, is a going concern. For several years now, it has been working with the official Nutrition Committees in every State and their local committees, to spread the gospel of eating for good health throughout the Nation.

Until recently there was plenty of many kinds of foods. What the Nutrition Program aimed to do was educate people to eat the right kinds.

Now the food situation is different. Only with a conscious effort will the homemaker be able to provide her family with

a good diet. To do it, she needs knowledge and skill. She has a part to play in the diet of her neighbors, too. To let them get an even chance at a good diet she must take only her family's fair share of the U. S. A. food supply. She won't be able to do otherwise about rationed foods. But she will be on her honor to do so when she buys unrationed foods—no matter how small her family's portion.

Seeing that she gets the information is the job of the National Nutrition Program. Its myriad local committees will stage food demonstrations, to show community groups how scarce foods can best be used, and to suggest alternate foods that give comparable food values.

Seeing that she gets the foods, is the job of several other agencies. The OPA's price ceiling and rationing orders insure her family a share in the Nation's supply. She'll be given lessons in point rationing every time she enters a grocery store. It's up to her to follow the regulations, and thereby help enforce them.

The Food Distribution Administration of the Department of Agriculture is also concerned with seeing that the housewife gets the kinds of foods that keep her family in good health. It has set up a Civilian Requirements Branch, headed by Dr. Russell Wilder from the Mayo Clinic, a physician nationally known for his interest in nutrition. Dr. Wilder's branch is responsible for making known civilian needs for food to those who decide how the allocations of supplies shall be made between civilian and military or lend-lease claims.

First recommendation to come from Dr. Wilder was aimed at our most basic food—bread. He urged that enriched bread be required to contain at least 6 parts of skim milk solids to 100 parts of flour, so that the civilian population would be assured that this standard commodity could be fully depended on to contribute to good nutrition.

At present, Government orders and standards for enriched bread call for the use of 3 parts milk or skim milk solids to

100 parts of flour, and the addition of specified amounts of at least 2 vitamins—thiamin and niacin—and one mineral, iron, to white or near-white flour. As soon as adequate supplies are available, riboflavin also must be added.

Besides working to assure the homemaker that the products she serves on her table contain the maximum in food value, the Government is working to see that enough of the right kinds of food are grown. Its plans extend to the farmlands, where farmers are being urged to plant crops with high nutritive values, such as beans, peas, potatoes, and sweetpotatoes. They can be grown economically, and sent to market at low cost in labor and with little or no transportation problems.

It's O. K. to plan. It's fine to make sure on a national scale that the right kinds of grains, fruits, and vegetables will be raised, bread enriched, and food shared by all. But it still doesn't mean we'll have a healthy civilian population. The job still comes down to Mrs. Homemaker.

She's on K. P. duty for the Nation. She should spend her points on foods of high nutritive value, and use fresh fruits and vegetables, cereals, milk, and other non-rationed foods to build up hearty meals. She should cook these foods so that they retain the maximum amount of vitamins and minerals. Otherwise, we might be in for serious trouble.

That's why homemakers must know their Vitamin A, B, C's. No self-respecting cook can sit down and decide how she will spend her family's ration points until she knows the fundamentals of good nutrition.

An easy way to remember them is to pin up the new chart that the National Nutrition Program has prepared. Clip it from this page and hang it near your "Table of Point Values for Processed Foods." Then let it serve as your guide when you plan your shopping list.

There are some very solid reasons why you and your family should eat something

every day from each of the seven food groups listed in that chart.

First of all, did you ever figure out why you eat?

Sure, because you're hungry. But food does more than stop those hunger grumblings. It supplies the body with the stuff that makes for energy, for growth and repair of tissue, and for protection and regulation of the body functions.

For energy

Carbohydrates and fats supply food energy. The carbohydrates include starches such as macaroni, bread, and cereals, and sugars such as honey and candy. The fats include butter, cream, lard, animal fats, vegetable fats, and nut oils. They serve as fuel to make the human engine hum.

For growth and repair

Your body needs more than energy foods to keep it going. It needs foods rich in protein for growth and repair of worn tissues. Almost all foods contain some protein, but those that have it in largest measure are meats, fish, eggs, milk and cheese, dried beans, peas, and lentils. In the quantities we eat them, bread and cereals are also a good source of protein.

For protection and regulation

That's where minerals and vitamins come in. They have been compared to the spark plugs in an engine. If you don't get enough of them, you may be able to jog along, but you won't operate smoothly, at top speed.

Calcium and phosphorus build bones and teeth. Red blood cells need iron in them to carry oxygen through the body. Without iodine for the thyroid gland, serious disturbances develop.

Foods rich in minerals are usually rich in vitamins, too. And that's good. Scientists don't know everything there is to know about vitamins yet. But they know enough to know how vital they are.

Vitamin A is needed for general good health. Night blindness is a common symptom of a deficiency. Sources of this vitamin are butter, fortified margarine, eggs, cream, milk, sweetpotatoes, leafy green vegetables, and certain fish liver oils.

The Vitamin B family has several important members, chief of which are thiamin or B₁, niacin, and riboflavin.

Thiamin keeps the nervous system ticking properly. It has been called the morale builder, and it was seriously lacking in the average American diet until

it was put back into white bread. It is found principally in whole wheat bread and cereals, peas, beans, lentils, and nuts. Pork is also a good source.

Niacin is a factor in preventing pellagra, a disease common in the rural South, when people fail to get enough meat and milk and vegetables to eat.

Riboflavin helps the body resist disease, and is also needed for growth and vigor. Best sources of riboflavin are liver, kidney, milk, eggs, yeast, and leafy green vegetables.

Vitamin C is another "must" in the daily dietary. Oranges, lemons, grapefruit, tomatoes, cabbage, and other green leaves are best sources of this vitamin.

Vitamin D, the sunshine vitamin, is not plentiful in ordinary foods. The ultraviolet rays of the sun directly touching the skin enable the body of a human being to manufacture its own Vitamin D. People who work indoors all day, or who work in climates that do not have much sun, must get Vitamin D in foods. It can be added to milk and to bread. Cod-liver oil provides Vitamin D in concentrated form, and this is the way it is usually given to children and to nursing and pregnant mothers.

Wartime food rationing means we'll be changing some of our food habits. We'll be eating more bread and cereals, and less

meat. Those who can have gardens will be growing vegetables, and all of us will be using more fresh fruits and vegetables, because we can't buy as many as we used to in cans or in frozen form. We'll be eating margarine fortified with Vitamin A, unless we can get butter. But we can be healthy, without as wide a choice of foods, if we select wisely, with one eye on the seven food groups in the health chart.

Much of the food value we get from our meals depends on how they are cooked. Fresh, raw vegetables are rich in precious vitamins and minerals. Serve them raw in salads, or if you cook them, use as little water as possible. Cover the pan well, and cook no longer than necessary, as overcooking destroys vitamins.

You'll be watchful, too, about cutting down waste of food. You'll boil potatoes in their jackets, to save food and vitamins. You'll use drippings from meat for gravies, as a bread spread, and for shortening to stretch your rations.

And remember, war or peace, good nutrition makes for better health. Your own special spring offensive on "hidden hunger" can turn into an all-season campaign. Keep at it, and you can establish habits of good nutrition in your family that will outlast the wartime emergency and do lifetime good.

U. S. needs us strong—eat the basic 7 every day

For health—Eat some food from each group every day

Group one—Green and yellow vegetables, some raw—some cooked, frozen, or canned

Group two—Oranges, tomatoes, grapefruit or raw cabbage or salad greens

Group three—Potatoes and other vegetables and fruits, raw, dried, cooked, frozen, or canned

Group four—Milk and milk products, fluid, evaporated, dried milk, or cheese

Group five—Meat, poultry, fish, or eggs or dried beans, peas, nuts, or peanut butter

Group six—Bread, flour, and cereals, natural whole grain—or enriched or restored

Group seven—Butter and fortified margarine (with Vitamin A added)

In addition to the basic 7, eat any other foods you want

So what? we'll grow our own!

SO we're getting even less canned foods than we thought we would. So prices on the fresh stuff seem higher every time we go to market . . . and not many of them at that. So what? We'll grow our own!

Trains and trucks have sterner loads to carry now-a-days than iceberg lettuce and early strawberries. So let's pass the ammunition and grow our own spinach!

Last year 15 million Victory Gardeners did a grand workmanlike job, producing 6.5 million tons of vegetables. In backyards and vacant lots, in tiny individual plots, and impressive community acreages, from one end of the continent to the other, "Vitamin Factories" flourished. Backs ached and fingernails were ruined, but there was compensation in the pride of production, and zestful meals.

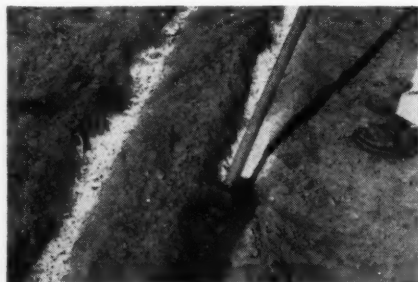
This year, the Department of Agriculture estimates, 18 million families will have Victory Gardens of one kind or another. Your choice will depend on where and how you live. Many cities, communities, and factories have Victory Garden committees. Get in touch with yours for advice and help in starting off. Even if you had a successful garden last year, don't scorn the experts. It takes more than one term in garden school to learn the ways of weather and insects. Besides, this year you must be even *more* careful not to waste seed and fertilizer, soil, and energy. If you can do more than you did last year, why not enlist as a Victory Garden Leader? This is war work, too, of the most vital kind. The Victory Garden Leader's Handbook gives detailed, practical suggestions for a community campaign to start the ball rolling, or shall we say the dirt flying and vegetables growing? Send to Office of Information, Department of Agriculture for it.

It's time to get started

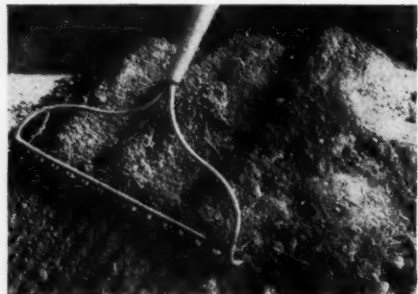
When you read this it will be high time to stop mooning over seed catalogs and get to work on real plans. In some parts of the country, your garden, for better or worse, will be already planted, or even growing. But whatever the circumstances, you will probably be the first to admit there's still something to learn. So, if you are more or less on your own, these pictures should help.

Get the soil ready

No matter how small your patch of the good earth is or what you plan to grow, try to have it plowed first and enriched with well-rotted leafmold or manure—about a bushel for every 25 square feet. Then rake away all rocks and trash and break up the clods. And whatever you do, don't run your rows up and down hill, unless you want the first good rain to wash your garden away.



Put fertilizer in trenches 6 to 8 inches apart. Never allow more than a pound for every 30 feet. If the rows are only a foot apart, one-half pound is enough.



Mix thoroughly with the soil and cover about 2 inches deep. Remember, the fertilizer must not touch the seeds. Now you are ready to sow or plant.



You'll be proud of professional-looking rows. Use a garden line to mark them off halfway between the fertilized rows.

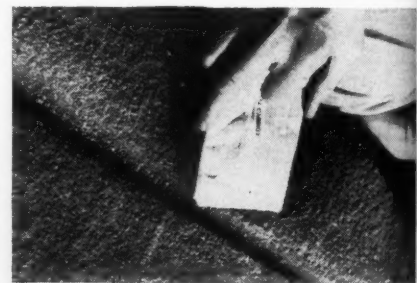
Know your seeds

Seeds, like folks, develop best in an appropriate environment. So before you plant, be sure you know what is best for the things you hope to grow. Some seeds must be planted in a scant half-inch deep powder-fine soil. Others do well an inch or more deep in just average crumbly earth. Some get the best start when planted in hotbeds or "flats" indoors, and there are a few which generally are planted in hills.



Big seed—deep trench

This trench for beans, peas, or corn is from 1 to 1½ inches deep, depending on the soil. The corner of a common hoe is the best tool for this. Keep depth uniform. Irregular depth or covering often causes irregular "come-up"—sure sign of a careless gardener. Drop the seeds evenly. Only greenhorns waste these and have to thin out tell-tale jungle later. Cover the seeds evenly and level the earth with the back of the rake. This will keep the soil from baking into a hard crust.



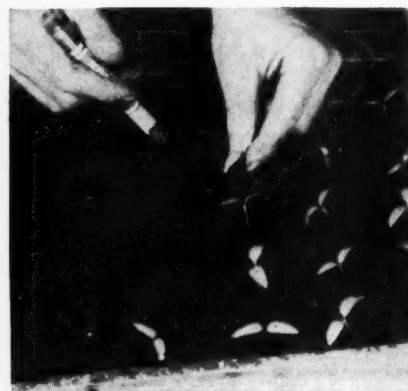
Little seed—shallow trench

This ½-inch trench in a smooth seed bed is for lettuce, spinach, carrots, kale, mustard, turnips, and other tiny seeds. Don't sow too thickly. Cover lightly with powdery-fine soil. You'll have to thin these before they grow very big.



Start some seeds in boxes

Tomatoes, peppers, cabbage, cauliflower, lettuce, and a few other vegetables do best when seed is started in boxes. Keep shaded until seedlings show.



Transplant to another box when they are around 2 inches tall. Space them about 3 inches apart. This second box should be kept in a sunny, warm place until the plants are ready to be set outdoors.



If tomato plants get long and leggy in their starting box plant them in a trench. Put the roots in the lower part of the trench and hold the top just above ground level.



Fill the trench one-half full of soil. Then water the plant thoroughly. After the water has soaked up, finish filling the trench. Press the soil down around the plant with your hands and level the row carefully with loose soil.



A narrow trowel is best for setting out cabbage and other short stock plants such as peppers, eggplant, and cauliflower. Make a wedge-shaped hole. Lift the trowel a little and insert the plant.



Weeds and grass can't get started if you cultivate early and often. That way you won't have to dig so deep and risk injuring delicate growing roots of the plants.



Insects and diseases can be blitzed on the double-quick if you're on the watch and control the situation early.

Agriculture has a free best seller

The all-time high in popularity goes to this little 16-page leaflet, Victory Gardens. The two million five hundred thousandth copy is now being delivered.



The Agricultural College of your own State has a supply of Victory Gardens. You'll stand a better chance of getting your copy if you write there. The office in Washington is snowed under with requests.

From them you can also get excellent publications from which you can learn how to outwit the brazen bug and the wily worm, how to make the best of the ravages of too much or too little rain or sun. You can get, too, instruction on ways to preserve the vegetables and fruits you don't eat this summer . . . how to get vitamins and minerals for the family stored safely away for next winter. Then you can laugh at "points" for canned goods, and be proud you've done a job for Victory.

As we reap, so will we eat

*But crops must be sown and cared for, if we are to have a harvest—
Volunteers wanted for the U. S. Crop Corps*

AN ARMY of harvest hands following the northward swing of ripening crops—that was the pattern of migrant farm labor in the wheatlands before machinery came. It remains the pattern in fruitlands and truck valleys and with all crops where there are no machines to do the work.

Perhaps that is why so many town and city dwellers incline to think of the farm-labor problem as a harvest-time problem, a thing we don't have to worry much about really until late summer.

But fields must be plowed and harrowed, seeds planted, and crops cultivated if we are to have grains and vegetables to harvest. Hogs must be fed daily and cattle herded if we are to have pork and beef. Milk is harvested every day, two times a day, and sometimes three in war-time. And it would take 30,000 people working full time the year-round to gather the close to 5 billion dozen eggs that we hope our hens, by working overtime in lighted houses, will lay this year.

The land armies that are being organized are, therefore, of more than passing interest to every consumer. In them lie not only a vital hope but also, for many, an opportunity to serve their country.

For months now, America's 6 million farms have been losing labor at the rate of some 85,000 workers a month. By the end of June, the figure for the fiscal year will total a million—farm boys, farm hands, gone to war and to industry.

A million less workers and billions of pounds more food to produce—that is the farm outlook as spring plowing begins.

It would be a glum picture, indeed, if no solutions were being worked out. But there is a possible answer to the problem. Whether it is the right one or not depends on just how much millions of Americans are willing to do to win the war.

White-collar workers tired of jobs dull enough in peacetime and useless when the world is aflame, vacationing school teachers, and students of high school and



AMERICANS of all heritages pitch in to see to it that crops once grown are not wasted. Here a young Italian-American girl carries in the basket of beans that she's picked.

college age, salesmen of lines now suspended, merchants worried about waistlines since gas for golf is out—it is from these ranks that the U. S. Crops Corps must be recruited.

The Department of Agriculture has launched a Nation-wide mobilization drive to build up a volunteer army of 3,500,000 land workers.

Enrollment is going on now in the high schools of the country and it is hoped that the goal of 500,000 student-workers will be reached before school lets out.

Last year this wing of the land army was smaller, but many a bronzed boy and girl returned to school with days of accomplishment chalked to their credit and memories of evenings of song and laughter. For the Government agencies which sponsor this wing—the Office of Education of the Federal Security Administration and the Manpower Commission and the Extension Service of the Department of Agriculture—not only see to it that the boys and girls are trained and placed but also keep watch over them.

Backbone of the women's wing of any land army are the farm women themselves, of course. Last year, twice as many of them did farm chores and field work as the year before, and three times as many drove power machinery. But, in addition to these, town and city women are needed and it is hoped that a full-time army of 10,000 can be recruited, the nucleus of the 50,000 who will be sought for peak season.

All women who wish to be a part of this great food production movement will have a chance to do so. There's the Crop Corps itself, and the American Women's Voluntary Services stand ready this year, as it did last, to enroll workers to meet local farm labor crises. Last year it organized harvest teams of vacationing workers, school teachers, housewives, and kept millions of pounds of food from wasting.

The U. S. Employment Service in cities and the County Agent offices in rural communities are the Crop Corps recruiting centers for both men and women. The local Triple-A Committees are tabulating their neighbors' labor needs as they go

about getting signatures on production pledges, so that volunteers can serve where they are most needed.

It's true that farmers are skeptical about this army of town folks that is being enlisted. And some of them will have their skepticisms confirmed—there's no doubt about it—for in farming, as in every other highly specialized field, there's no substitute for experience.

But there is one near substitute that can come so close that it is hard to tell from

the real article. That is sincere purpose—as the story of John Cramer proves.

The Farm Security Administration has the job of recruiting seasonal labor from areas of surplus labor or seasonal unemployment and transporting it to harvest war crops in sections where there is a labor shortage. You may have read last winter of the 7,500 domestic workers transported from Kentucky and West Virginia for the fruit and vegetable harvest of the Northeast, of the families of workers from Mis-

souri's boot heel who picked long staple cotton in Arizona, and of the nearly 6,000 Mexicans who were brought into California to harvest sugar beets and other crops. FSA moved them all.

Well, last summer, when FSA was recruiting Kentucky mountaineer folk to do seasonal work in western New York State, there was a fellow named John Cramer who wanted to go along.

Trouble was that John Cramer had a pegleg and FSA had promised the New York farmers able-bodied workers.

Disappointed, John Cramer wandered down from the mountains to the fertile fields of west Kentucky. And when he came to the dairy farm of Phillip Lawson, he turned in, for he had heard in town that the Lawson boys had gone to war and Lawson was talking of selling off his cows.

Here was a man past 50 and peg-legged, but half a hand was better than none and Phil Lawson, after hesitating, hired John.

"As good a hand as I've ever had—and a darned sight better than most," Lawson recently told his County Agent.

"It wasn't just his leg that made me hesitate to take him there at first, nor his age," he went on to confess. "John had been a coal miner. He was a town fellow, not a farmer."

Then, the County Agent reports, Phil Lawson looked off across his fields. "But my boy wasn't a soldier a year ago; now he's won a medal," he said. "I guess if a man wants to do some things that count—that makes him good at it."

The country needs many men—and women, too—like John Cramer. Sincere workers, willing to volunteer not only for the harvest but for the duration.

With this solid backbone, the part of the Crop Corps that can enlist only for short periods, for the seasonal peaks, will have something to harvest and we will have food for our fighters and ourselves.

Illustrations in this issue: Cover and pp. 3 and 4, U. S. Navy; p. 5 (top) Cleveland Press, (lower) U. S. D. A. Information; pp. 6, 7, and 10, U. S. D. A. Information; pp. 12 and 13, North Carolina Agricultural Extension Service; p. 14, Farm Security Administration; p. 15, American Women's Voluntary Services, Office of War Information; Drawings on pages 8 and 9, by Ted Jung



WEEK-ENDING couples use their gas and tires to take them to farms where they're needed. Corn-husking hits you in the knees, but gives a fine sense of accomplishment.



High school boys from the city are learning farming from the ground up—to the hay loft. A breathing spell now, then they'll fork this load of hay into the mow.

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DETROIT

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Consumers' guide

A publication of the Department of Agriculture, Washington, D. C. Issued monthly.

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Listen to Consumer Time

NBC Saturdays. 12:15 P. M., E. W. T.

Consumer Time is produced by the Food Distribution Administration, Department of Agriculture, and is presented in co-operation with United States Government agencies working for consumers.

CG News letter

A Wartime Supplement to

Consumers' Guide

April 1943

Rounding up reports from U. S. Government agencies between March 1 and March 25

CHECK-UP ON THE COST OF LIVING

Living costs of city workers advanced 0.2 per cent in the month ending February 15, 1943, bringing the cost of living to 22.6 per cent above August 15, 1939, the month before the outbreak of the war in Europe, the Department of Labor reports.

The average family's food bill for the same month rose 0.5 per cent. Fresh fruits and vegetables jumped highest, for consumers bought more of them when supplies of canned goods became short. Egg prices took a seasonal tumble of 13.5 per cent, lowering the overall increase. The average cost of food other than eggs rose 1.5 per cent.

Foods under direct control by OPA on February 16 (consisting of about 90 per cent of the total food budget) declined 1/10 of 1 per cent over the month, but remained 7.4 per cent above May 12. Food not under direct control (about 10 per cent of the total food budget) went up 4.4 per cent, and is now 33 per cent above the May 12 level.

Meats continued to advance in price as reports of limited supplies were received from all over the country. To help counteract this, OPA has established specific ceiling prices for retail cuts of pork, effective April 1, and similar cents-per-pound retail prices will be announced soon for beef, veal, lamb, mutton and their products.

The order freezing prices of certain fresh vegetables was effective too late to be reflected in February prices. Prices of fresh fruits under control declined slightly while prices of fresh vegetables under control rose by more than the usual seasonal amount.

Prices for all the dairy products except cheese again went up. The prices of canned and dried fruit and vegetables also rose as adjustments were made in wholesale, and retail prices under margin regulations.

To combat the rising tide of inflation, OPA will place specific maximum retail prices on hundreds of common foodstuffs in the country's principal population centers.

GO-AHEAD ON RED COUPONS

On March 29th, OPA started rationing of meats, edible fats and oils (including butter), cheeses, and canned fish. Now red stamps, as well as blue and white ones, are serving to spread the food supply over the greatest number of tables.

Here are some differences in the red and blue stamp programs:

1. Consumers don't have to declare supplies of meat, fats, cheese, etc. on hand or in frozen food lockers, or give up stamps for them, as they did with canned foods.

2. Red Stamps will become valid at the rate of 16 points a week during April, and all will be good throughout the month. Blue Stamps became valid in a lump sum of 48 points.

3. Housewives may receive change in the form of one-point Red Stamps, wherever they cannot give the exact number of points required for a purchase. Change cannot be made in Blue Stamps.

Almost all popular meat cuts have point values of 8 points a pound or less. Butter and all rationed cheeses are 8 points a pound. All canned fish (hermetically sealed) is 7 points a pound.

The OPA definition of hamburger is "beef ground from necks, flanks, shanks, briskets, plates and miscellaneous beef trimmings and beef fat." If ready-ground, it may not be sold for more than 5 points a pound.

Charts showing the points value of meats, fats, fish and cheese must be posted wherever they are sold.

People who eat in restaurants, will find approximately the same size portions of meats, cheese, fats and fish; as home consumers are allowed under OPA regulations.

COMPULSORY GRADES FOR BEEF

Government grading of beef is now compulsory. All beef must be marked CHOICE, GOOD, COMMERCIAL AND UTILITY by Government

graders, with a roller stamp which makes a ribbon imprint about an inch and a quarter wide, across each major wholesale cut. When buying a roast or steak, ask the butcher to show you the grade mark, to be sure you are getting the quality of meat you are paying for.

Veal, lamb and mutton go by the same grade names as beef, but grading of them by the Government is not compulsory, except for Choice Grade veal. However, they must be stamped by packers as follows: AA to indicate Choice, A for Good, B for Commercial, and C for Utility.

BLACK MARKETS—MEAT AND POTATOES

To combat the black market in meat, the Department of Agriculture now requires all slaughterers to have a permit, and to stamp their permit number at least once on each wholesale cut. They must also set aside a certain percentage of their production for war uses. Livestock dealers must have permits to buy and sell, too.

On the enforcement end of the picture, OPA has started court actions against 1,025 individuals since the start of its intensive drive to stamp out black markets in meat. Some are criminal, and some are civil actions, but both types charge wholesalers, packers and retailers with delivering meat for civilian use in excess of permitted quotas or selling it at higher than ceiling prices, or both.

OPA is also cracking down on the black market in white seed potatoes. Sales of such potatoes are prohibited unless sellers make sure they are to be used for planting purposes. Black marketers have been mis-marking them and selling them as food, without a price ceiling.

BLUE STAMP FLASHES

Don't save them from one ration period to the next—they won't be valid.

Housewives in some sections were reported to be "saving" their A, B, and C Blue Stamps for use in April on the chance that the point values of food items might be lowered. From March 31 to April 30, only D, E, and F Blue Stamps will be valid.

Persons who live where they can neither buy nor store supplies of fresh food, to supplement rations of processed food, may now apply to their local boards for special rations. The same holds for institutions similarly situated, which serve meals to employees.

"GROW YOUR OWN GREENS"

If you want to know why you should have a garden patch, here's the explanation: Labor and machinery shortages are interfering with food production; overloaded railroads and restricted motor transport are interfering with distribution; supplies of labor, steel and tin are inadequate, so that civilians must depend less on canned foods and more on home-grown kinds.

If you want advice on how to start growing stuff, see page 12 of CONSUMERS' GUIDE.

The War Production Board assures the housewife that there will be enough materials for home-canning—plenty of closures, jar rings, and even 150,000 pressure cookers. But it offers 4 points of advice to home canners:

1. Buy only the closures, rings, and jars you actually need.
2. If you buy a closure new to you, carefully follow directions.
3. Share excess supplies with your neighbor, or return them to the store.
4. Take good care of your supply. Guard against rust and denting in storage.

THE 1943 FISH STORY

Fresh fish, high on the list of unrationed foods, takes on importance not only during the Lenten season, but for a long time after. It can supply minerals and vitamins we need as readily as a roast, a chop, or a stew. Pound for pound, fish provides as much protein in the diet as meat.

It is estimated that 7 billion pounds of seafood products will be needed this year to supply the armed forces, our Allies, and civilian needs. There's a question whether this goal can be reached, for the fishing industry has been more severely affected by the war than many others. It has lost many of its craft to the armed forces, many of its men to the Army and Navy. Furthermore, some of the most important fishing areas have been cut off or restricted by demands of war.

This shortage of fish has created a demand for new varieties. In Seattle, experiments show that shark steaks can add 2 million pounds to our fish supply. Shark steaks have been marketed in kippered or lightly smoked form, and are proving popular for their delicate flavor, which is not unlike some smoked salmon.

Seafood production affects production of other products. Fish meal is used in poultry food, and has a material effect on poultry and egg production. Fish oil, rich in vitamins, is largely used in medicine.

That's why steps taken to help remedy the losses suffered by the fishing industry will have a definite effect on our food supply.

Homemakers can take action which will be of real help. They can experiment with unfamiliar fish they will be finding these days in local fish markets - fish native to their own section of the country, which they may never have heard of before. Serving them will not only increase available supplies of fish, but will add variety and interest to somewhat restricted wartime menus.

MOTORISTS MUST FORM CAR-SHARING CLUBS

People who need their cars to drive to work can get replacement rations only if their cars carry 3 or more other persons to work regularly. Applicants for replacement rations who do not form such car-sharing clubs, will be called upon by their War Price and Rationing Boards to explain why. Plant Transportation Committees or local Civilian Defense Councils are ready to assist them in forming clubs.

Regardless of how many people ride to work in one car, no applications for additional gasoline rations are to be allowed if other means of transportation in a specified area are considered adequate.

These are part of the new regulations which lift the ban on pleasure driving but extend the valid period for A-5 coupons from 2 months to 4 months, thereby cutting the ration in half.

DO YOUR TIRES NEED RECAPPING?

It's up to every car-owner to see that his tires are recapped at the right time, if necessary automobiles are to remain on the road during 1943. Americans must guard against tire damage and see to it that recapping is done as soon as the non-skid pattern is worn off the tires.

BICYCLE HUNT

A search of attics and cellars of the Nation is being urged by the Office of Defense Transportation, to bring to light several hundred thousand bicycles that could be used on the transportation front. Whatever happened to Junior's?

WHEN WINTER COMES AGAIN, YOU'LL NEED IT

Spring is here, but don't throw away the identity stub of your heating ration sheet, for it will be required when next winter's rations are issued.

The stub is the remaining part of the coupon sheet after all the individual's coupons have been removed. It contains the code number of the individual's ration, the date of issuance and expiration, the amount of the ration, and similar information. Local boards will require the consumer to present the stub when the 1943-44 rations are distributed.

The present plan is to issue the new rations during the early part of the summer in order to enable the fuel-oil industry to follow its customary procedure of filling customers' tanks during warm weather.

Householders who face serious hardship under fuel oil rationing due to abnormal conditions beyond their control, may apply at their local boards for additional allotments. This procedure covers all residential buildings, including private homes, apartment houses, and cold-water flats. Additional rations needed for the care of infirm or ill people may also be obtained on application.

NO NEED TO WORRY ABOUT NUMBER 17

About 15 million more pairs of durable wartime shoes for civilians will be produced this year than last, although the total number will be approximately 100 million pairs less than 1942's record production, the War Production Board reports.

WPB has also ordered sole tanners and converters to continue to set aside 25% of their sole leather production for repair of civilian shoes until further notice.

Three modifications of Shoe Ration Order 17 have been authorized by OPA to care for certain problems affecting consumers and the shoe trade. They are:

1. An additional ration for "safety" shoes, used for health protection in special work, may be acquired from his local Board by any person who has spent his ration stamp 17, even though a member of his family has an unspent stamp;
2. Sandals which can be sold ration-free are re-defined to include all sandals with an open back and a heel height of 1½ inches or less, regardless of the material used in the upper. Previously, sandals could be sold ration-free only if their uppers were made of fabric, imitation leather, sheepskin, cape, or a combination of these materials;

3. Certain shoes with soles made principally of rope, wood, or other non-strategic materials may be sold ration-free, regardless of the material used in the upper, even if rubber or leather is used in the sole for features such as tabs or heel inserts which cover no more than 25% of the area of the bottom of the sole.

The last two modifications apply only to shoes completed, packaged and shipped from the factory before April 16, 1943.

RAYON HOSE PRICES SLASHED APRIL 15

American women will save from 5 to 40 cents a pair or about 50 million dollars a year in their hosiery bill, as a result of reductions in the prices of rayon stockings announced by OPA.

New dollars and cents prices will be put into effect by mid-April at all sales levels. Not only will maximum prices be lower, but stockings made to standards of OPA, as set for Grade "A" hosiery, will contain features designed to lengthen the life and improve the service of the hosiery. These features include reinforcement in the foot and welt (top) and a minimum number of rows of stitches in the leg to prevent "skimpy" construction. All stockings which fail to meet OPA standards for Grade "A" hosiery will be known as Grade "B."

Prices which prevailed under the general maximum price regulation will be reduced to effect substantially lower prices to the consumer. The new ceiling prices range from as low as 12 cents for the cheapest construction, to as high as \$1.43 for the most expensive, continuous filament, full-fashioned rayon.

THIS AND THAT

● To maintain the morale of the women of America the WPB recognizes that the supply of beauty aids must be maintained at the pre-war level. Although subject to certain wartime restrictions, manufacturers are free to make powder, lipstick, creams, mascara, and nail polishes, in fact any cosmetic women want.

● Victory line radio parts for replacements on all types of sets, regardless of vintage, will soon become available. Manufacturers have started production schedules on such Victory parts as fixed paper-dielectric condensers, volume controls, power and audio transformers and chokes.

● Since the beginning of the Stocking Salvage Campaign 3 months ago, 12,522,540 pairs of silk and nylon stockings have been salvaged by women of America for war use.

● Collections of waste kitchen fats from the Nation's households during the month of January increased nearly 900,000 pounds over the preceding month, although falling far short of the monthly quota of 16,667,000 pounds.

● In announcing a forthcoming price regulation for heavy woolen and leather outerwear clothing, the OPA has asked manufacturers to take further steps to simplify their garments for the 1943 fall and winter season. OPA officials state that pricing provisions will not allow for the cost of trimmings and frills.

● The Nation's reserve pool of new commercial motor vehicles is getting low. There are 57,573 left, as compared with production in a pre-war year (1939) of 710,496. Vehicles now remaining in the pool are being held for rationing for indirect military demands and for the most essential civilian requirements.

CONSUMER CALENDER

- April 1.—Blue Stamps D, E, and F valid for 48 points of canned and processed foods until April 30.
- April 4.—Red B Stamps become valid for meats, fats, oils, cheeses, canned fish.
- April 11.—Red C Stamps become valid.
- April 18.—Red D Stamps become valid. Each set is worth 16 points. Validity of Red A, B, C, and D Stamps runs to April 30.
- April 25.—Coffee Ration Stamp No. 26 (1 lb.) expires.
- April 26.—Coffee Ration Stamp No. 23 becomes valid. Watch newspapers for new ration value.
- All April.—Gas ration coupons A5 good for 3 gallons on East Coast until July 22, and for 4 gallons on West Coast until May 22.

Sugar Ration Stamp No. 12 (5 lb.) valid through May 31.

Shoe Ration Stamp No. 17 good for one pair of shoes until June 15.

Fuel Oil: Coupon No. 4 good until— Coupon No. 5 valid through September.

Zone A..... April 17
Zone B..... April 12
Zone C..... April 6
Zone D..... April 6

CG News Letter

April 1943

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